



### **“Hosted” Video Optimization Checklist**

- **Don’t forget You Tube – see separate Checklist**
- Keyword Research (Google AdWords, Google Insights) to drive focus
- URL structured naming (separate pages for each video keyword rich [www.yoursite.com/video/keyword](http://www.yoursite.com/video/keyword))
- SEO Metatags (Title, Description, Etc) and H1 H2 etc
- Use Embedded Player
- Make sure load times are fast
- Pick an Eyecatching and Engaging Thumbnail
- Transcribe the video content and include text on page
- Surround video and fill page with Additional keyword rich relevant content
- Include Video in Sitemap (<http://www.google.com/support/webmasters/bin/topic.py?hl=en&topic=10079>)
- Create MRSS / XML Video Site Feeds
- Include Comment section to encourage buzz and build additional relevant content / new content
- Include tools to encourage Sharing like emailing or Embedding Code
- Include Social Bookmarking Tools like Digg, Delicious etc.
- Build backlinks to up PR

### **“Posted” Video Distribution Checklist**

- **Don’t forget You Tube – see separate Checklist**
- Keyword Research (Google AdWords, Google Insights)
- Create Optimized Titles, Descriptions, Tags – use all the space possible, don’t stuff keywords in descriptions, use transcribed text where possible – include URLs
- Use Short URLs for ease and tracking
- Pick an Eyecatching and Engaging Thumbnail
- Use TubeMogul or other distributor to push out.
- Manually submit video to top sites for your targets
- Engage with other producers and share links between videos

### **You Tube Checklist**

- Create Targeted YouTube Channels with complete modules
- Keyword Research (Google AdWords, Google Insights) to drive focus
- Manually Upload Video to ensure proper set-up
- Create Optimized Titles, Descriptions, Tags – use all the space possible, don’t stuff keywords in descriptions, use transcribed text where possible – include URLs
- Use Short URLs for ease and tracking
- Pick an Eyecatching and Engaging Thumbnail
- Transcribe video to ensure proper speech recognition
- Embed Links within the video and create Annotations to link separate parts of the video to separate locations online
- Find Relevant Videos and comment – post video responses with links to your other relevant videos
- Engage with other producers / channels and share links between videos
- Encourage sharing and commenting
- Publicize your video on YouTube to encourage views and comments
- Consider Paid Placement on YouTube

**Cardinal Web Solutions can do all this for you! Contact Mark Osborne 404-808-7625 or**

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